



WPBF
3970 RCA Boulevard
Suite 7007
Palm Beach Gardens, FL 33410
Main: (561)694-2525
Billing: (407)389-7661

www.thewpbfchannel.com

Billing Address:

Crossroads Media
Attention: Accounts Payable
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314

Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
967495-1	11/11/12	November 2012	10/29/12 - 11/06/12

Station	Account Executive	Sales Office	Sales Region
WPBF	Mica Hansen	HRP -Washingt	National

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1274

Flight Dates	Order #	Alt Order #
10/30/12 - 11/06/12	967495	06395174

Billing Calendar	Billing Type	Deal #
Broadcast	Cash	

Special Handling

IDB #	Advertiser Code	Product Code
	11	27

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	11/02/12	11/02/12	THE CHEW	1P-2P	----1--	:30	1	\$550.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----1--	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	11/02/12	12:59 PM	THE CHEW	1P-2P	:30	USPRTV28ACH	\$550.00 NM
2	11/02/12	11/02/12	20/20	10-11PM	----1--	:30	1	\$4,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----1--	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	11/02/12	10:45 PM	20/20	10-11PM	:30	USPRTV28ACH	\$4,500.00 NM
3	11/02/12	11/02/12	WPBF News 25 @ Noon	12pm-1230pm	----1--	:30	1	\$850.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----1--	1	\$850.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	11/02/12	12:25 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	USPRTV28ACH	\$850.00 NM
4	11/02/12	11/02/12	WPBF News 25 Mornings	5:30-5:57am	----1--	:30	1	\$375.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----1--	1	\$375.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	11/02/12	5:38 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	USPRTV28ACH	\$375.00 NM
5	11/02/12	11/02/12	WPBF News 25 @ 6:00PM	6-6:30PM	----1--	:30	1	\$2,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----1--	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	11/02/12	6:24 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	USPRTV28ACH	\$2,000.00 NM
6	11/02/12	11/02/12	Jeopardy	7:30-8PM	----1--	:30	1	\$4,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	----1--	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	F	11/02/12	7:53 PM	Jeopardy	7:30-8PM	:30	USPRTV28ACH	\$4,500.00 NM

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
967495-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser		Product	Estimate Number
American Crossroads		AMERICAN CROSSROADS	1274

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
6	11/02/12	11/02/12	Jeopardy	7:30-8PM	----1--	:30	1	\$4,500.00	NM
Class of Time - Fixed Non Pre-emptible									
7	11/02/12	11/02/12	Dr. Oz M-F 9-10a	9-10a	----1--	:30	1	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ----1-- 1 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPBF F 11/02/12 9:36 AM Dr. Oz M-F 9-10a 9-10a :30 USPRTV28ACH \$500.00 NM									
8	11/05/12	11/05/12	10-11a Anderson Cooper 10-11a	10-11a	1-----	:30	1	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPBF M 11/05/12 10:30 AM 10-11a Anderson Cooper 10-11a :30 USPRTV28ACH \$500.00 NM									
9	11/05/12	11/05/12	M-SUN WPBF News 25 @ 11-11:35PM	11-11:35PM	1-----	:30	1	\$1,800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$1,800.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPBF M 11/05/12 11:26 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 USPRTV28ACH \$1,800.00 NM									
10	11/05/12	11/05/12	1230-1P Access Hollywood	1230-1p	1-----	:30	1	\$475.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$475.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPBF M 11/05/12 12:56 PM 1230-1P Access Hollywood 1230-1p :30 USPRTV28ACH \$475.00 NM									
11	11/05/12	11/05/12	WPBF News 25 @ 5am	5-530am	1-----	:30	1	\$275.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$275.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPBF M 11/05/12 5:13 AM WPBF News 25 @ 5am 5-530am :30 USPRTV28ACH \$275.00 NM									
12	11/05/12	11/05/12	M-F 5pm News	5-6pm	1-----	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$1,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPBF M 11/05/12 5:26 PM M-F 5pm News 5-6pm :30 USPRTV28ACH \$1,200.00 NM									
13	11/05/12	11/05/12	Wheel Of Fortune	7-7:30PM	1-----	:30	1	\$4,500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$4,500.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPBF M 11/05/12 7:13 PM Wheel Of Fortune 7-7:30PM :30 USPRTV28ACH \$4,500.00 NM									
14	11/05/12	11/05/12	Good Morning America	7-9AM	1-----	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 11/05/12 11/11/12 1----- 1 \$1,200.00									
Spots: # Ch <u>Day</u> <u>Air Date</u> <u>Air Time</u> <u>Description</u> <u>Start/End Time</u> <u>Length</u> <u>Ad-ID</u> <u>Rate</u> <u>Type</u> 1 WPBF M 11/05/12 8:43 AM Good Morning America 7-9AM :30 USPRTV24ACH \$1,200.00 NM									
15	11/05/12	11/05/12	DWTS	8-10P	1-----	:30	1	\$9,000.00	NM
Class of Time - Fixed Non Pre-emptible									

INVOICE



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
967495-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1274

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
15	11/05/12	11/05/12	DWTS	8-10P	1-----	:30	1	\$9,000.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	1-----	1	\$9,000.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF M		11/05/12	8:00 PM	DWTS	8-10P	:30	USPRTV28ACH	\$9,000.00	NM
16	11/03/12	11/03/12	M-Sun 1130p-12am Late	1130p-1205am	-----1-	:30	1	\$1,800.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1-	1	\$1,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa		11/03/12	12:16 AM	M-Sun 1130p-12am Late News	1130p-1205am	:30	USPRTV28ACH	\$1,800.00	NM
	LR - Football								
17	11/03/12	11/03/12	Sat 330-7pm ABC College	330-7pm	-----1-	:30	1	\$3,500.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1-	1	\$3,500.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa		11/03/12	5:31 PM	Sat 330-7pm ABC College Football	330-7pm	:30	USPRTV28ACH	\$3,500.00	NM
18	11/03/12	11/03/12	Sat 6-7am News	Sat 6-7am	-----1-	:30	1	\$275.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1-	1	\$275.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa		11/03/12	6:12 AM	Sat 6-7am News	Sat 6-7am	:30	USPRTV28ACH	\$275.00	NM
19	11/03/12	11/03/12	GMA Saturday 7-8am	Sat 7am-8am	-----1-	:30	1	\$900.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1-	1	\$900.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa		11/03/12	7:00 AM	GMA Saturday 7-8am	Sat 7am-8am	:30	USPRTV28ACH	\$900.00	NM
20	11/03/12	11/03/12	Sat 8-9am News	Sat 8-9am	-----1-	:30	1	\$700.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1-	1	\$700.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Sa		11/03/12	8:38 AM	Sat 8-9am News	Sat 8-9am	:30	USPRTV24ACH	\$700.00	NM
21	11/04/12	11/04/12	Chris Matthews	Sun 10-10:30AM	-----1	:30	1	\$400.00	NM
	Class of Time - Pre-emptible with notice								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1	1	\$400.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Su		11/04/12	10:28 AM	Chris Matthews	Sun 10-10:30AM	:30	USPRTV28ACH	\$400.00	NM
22	11/04/12	11/04/12	M-SUN WPBF News 25 @ 11-11:35PM		-----1	:30	1	\$1,800.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1	1	\$1,800.00				
Spots: # Ch	<u>Day</u>	<u>Air Date</u>	<u>Air Time</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Length</u>	<u>Ad-ID</u>	<u>Rate</u>	<u>Type</u>
1 WPBF Su		11/04/12	11:34 PM	M-SUN WPBF News 25 @ 11PM	11-11:35PM	:30	USPRTV28ACH	\$1,800.00	NM
23	11/04/12	11/04/12	Sun 630pm News	630-7pm	-----1	:30	1	\$1,000.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-----1	1	\$1,000.00				



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
967495-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
American Crossroads	AMERICAN CROSSROADS	1274	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
23	11/04/12	11/04/12	Sun 630pm News	630-7pm	-----1	:30	1	\$1,000.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 11/04/12 6:55 PM Sun 630pm News 630-7pm :30 USPRTV28ACH \$1,000.00 NM									
24	11/04/12	11/04/12	GMA Sunday 7-8am	Sun 7-8am	-----1	:30	1	\$900.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----1 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 11/04/12 7:00 AM GMA Sunday 7-8am Sun 7-8am :30 USPRTV28ACH \$900.00 NM									
25	11/04/12	11/04/12	AFV	7-8PM	-----1	:30	1	\$1,200.00	NM
Class of Time - Pre-emptible with notice									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----1 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 11/04/12 7:20 PM AFV 7-8PM :30 USPRTV28ACH \$1,200.00 NM									
26	11/04/12	11/04/12	Sun 8-9am News	Sun 8-9am	-----1	:30	1	\$700.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 -----1 1 \$700.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Su 11/04/12 8:08 AM Sun 8-9am News Sun 8-9am :30 USPRTV28ACH \$700.00 NM									
27	11/01/12	11/01/12	10-11a Anderson Cooper	10-11a	---1---	:30	1	\$500.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 ---1--- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 11/01/12 10:51 AM 10-11a Anderson Cooper 10-11a :30 USPRTV28ACH \$500.00 NM									
28	11/01/12	11/01/12	M-SUN WPBF News 25 @ 11-11:35PM		---1---	:30	1	\$1,800.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 ---1--- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 11/01/12 11:30 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 USPRTV24ACH \$1,800.00 NM									
29	11/01/12	11/01/12	1230-1P Access Hollywood	1230-1p	---1---	:30	1	\$475.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 ---1--- 1 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 11/01/12 1230-1P Access Hollywood 1230-1p :00 \$475.00 NM									
Credited									
30	11/01/12	11/01/12	WPBF News 25 @ 5am	5-530am	---1---	:30	1	\$275.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 ---1--- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 11/01/12 5:23 AM WPBF News 25 @ 5am 5-530am :30 USPRTV28ACH \$275.00 NM									
31	11/01/12	11/01/12	M-F 5pm News	5-6pm	---1---	:30	1	\$1,200.00	NM
Class of Time - Fixed Non Pre-emptible									
Weeks: Start Date End Date MTWTFSS Spots/Week Rate									
10/29/12 11/04/12 ---1--- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WPBF Th 11/01/12 5:14 PM M-F 5pm News 5-6pm :30 USPRTV28ACH \$1,200.00 NM									

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log

INVOICE



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

Invoice #	Invoice Date	Invoice Month	Invoice Period
967495-1	11/11/12	November 2012	10/29/12 - 11/06/12

Advertiser	Product	Estimate Number
American Crossroads	AMERICAN CROSSROADS	1274

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
31	11/01/12	11/01/12	M-F 5pm News Class of Time - Fixed Non Pre-emptible	5-6pm	---1---	:30	1	\$1,200.00	NM
32	11/01/12	11/01/12	Wheel Of Fortune Class of Time - Fixed Non Pre-emptible	7-7:30PM	---1---	:30	1	\$4,500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---1--- 1 \$4,500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 11/01/12 7:18 PM Wheel Of Fortune 7-7:30PM :30 USPRTV28ACH \$4,500.00 NM									
33	11/01/12	11/01/12	Good Morning America Class of Time - Fixed Non Pre-emptible	7-9AM	---1---	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 ---1--- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Th 11/01/12 9:00 AM Good Morning America 7-9AM :30 USPRTV28ACH \$1,200.00 NM									
34	10/30/12	10/30/12	10-11a Anderson Cooper 10-11a Class of Time - Fixed Non Pre-emptible	10-11a	-1-----	:30	1	\$500.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -1----- 1 \$500.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Tu 10/30/12 10:38 AM 10-11a Anderson Cooper 10-11a :30 USPRTV28ACH \$500.00 NM									
35	10/30/12	10/30/12	PRIVATE PRACTICE Class of Time - Pre-emptible with notice	10-11PM	-1-----	:30	1	\$3,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -1----- 1 \$3,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Tu 10/30/12 10:50 PM PRIVATE PRACTICE 10-11PM :30 USPRTV28ACH \$3,800.00 NM									
36	10/30/12	10/30/12	M-SUN WPBF News 25 @ 11-11:35PM Class of Time - Fixed Non Pre-emptible	11-11:35PM	-1-----	:30	1	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -1----- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Tu 10/30/12 11:33 PM M-SUN WPBF News 25 @ 11PM 11-11:35PM :30 USPRTV28ACH \$1,800.00 NM									
37	10/30/12	10/30/12	1230-1P Access Hollywood Class of Time - Fixed Non Pre-emptible	1230-1p	-1-----	:30	1	\$475.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -1----- 1 \$475.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Tu 10/30/12 12:55 PM 1230-1P Access Hollywood 1230-1p :30 USPRTV28ACH \$475.00 NM									
38	10/30/12	10/30/12	WPBF News 25 @ 5am Class of Time - Fixed Non Pre-emptible	5-530am	-1-----	:30	1	\$275.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -1----- 1 \$275.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Tu 10/30/12 5:15 AM WPBF News 25 @ 5am 5-530am :30 USPRTV28ACH \$275.00 NM									
39	10/30/12	10/30/12	M-F 5pm News Class of Time - Fixed Non Pre-emptible	5-6pm	-1-----	:30	1	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/29/12 11/04/12 -1----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WPBF Tu 10/30/12 5:43 PM M-F 5pm News 5-6pm :30 USPRTV28ACH \$1,200.00 NM									
40	10/30/12	10/30/12	Wheel Of Fortune Class of Time - Fixed Non Pre-emptible	7-7:30PM	-1-----	:30	1	\$4,500.00	NM



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
967495-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
American Crossroads	AMERICAN CROSSROADS	1274	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
40	10/30/12	10/30/12	Wheel Of Fortune	7-7:30PM	-1-----	:30	1	\$4,500.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-1-----	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	7:24 PM	Wheel Of Fortune	7-7:30PM	:30	USPRTV28ACH	\$4,500.00 NM
41	10/30/12	10/30/12	Good Morning America	7-9AM	-1-----	:30	1	\$1,200.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	-1-----	1	\$1,200.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	10/30/12	8:58 AM	Good Morning America	7-9AM	:30	USPRTV28ACH	\$1,200.00 NM
42	10/31/12	10/31/12	THE CHEW	1P-2P	--1----	:30	1	\$550.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--1----	1	\$550.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/31/12	1:33 PM	THE CHEW	1P-2P	:30	USPRTV28ACH	\$550.00 NM
43	10/31/12	10/31/12	WPBF News 25 @ Noon	12pm-1230pm	--1----	:30	1	\$850.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--1----	1	\$850.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/31/12	12:25 PM	WPBF News 25 @ Noon	12pm-1230pm	:30	USPRTV28ACH	\$850.00 NM
44	10/31/12	10/31/12	WPBF News 25 Mornings	5:30-5:57am	--1----	:30	1	\$375.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--1----	1	\$375.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/31/12	5:44 AM	WPBF News 25 Mornings @ 5:30	5:30-5:57am	:30	USPRTV28ACH	\$375.00 NM
45	10/31/12	10/31/12	WPBF News 25 @ 6:00PM	6-6:30PM	--1----	:30	1	\$2,000.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--1----	1	\$2,000.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/31/12	6:21 PM	WPBF News 25 @ 6:00PM	6-6:30PM	:30	USPRTV28ACH	\$2,000.00 NM
46	10/31/12	10/31/12	Jeopardy	7:30-8PM	--1----	:30	1	\$4,500.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--1----	1	\$4,500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/31/12	7:42 PM	Jeopardy	7:30-8PM	:30	USPRTV28ACH	\$4,500.00 NM
47	10/31/12	10/31/12	Dr. Oz M-F 9-10a	9-10a	--1----	:30	1	\$500.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	10/29/12	11/04/12	--1----	1	\$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	W	10/31/12	9:38 AM	Dr. Oz M-F 9-10a	9-10a	:30	USPRTV24ACH	\$500.00 NM
48	11/05/12	11/06/12	WPBF News 25 @ 5am	5-530am	MT-----	:30	1	\$400.00	NM
	Class of Time - Fixed Non Pre-emptible								
Weeks:	<u>Start Date</u>	<u>End Date</u>	<u>MTWTFSS</u>	<u>Spots/Week</u>	<u>Rate</u>				
	11/05/12	11/11/12	MT-----	1	\$400.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type

This invoice is subject to Hearst Television's Terms and Conditions which can be reviewed on our company website at www.hearsttelevision.com/for_advertisers
 We warrant that the actual broadcast information shown on this invoice was taken from the program log



Send Payment To:

WPBF
PO Box 26885
Lehigh Valley, PA 18002-6885

INVOICE

Invoice #	Invoice Date	Invoice Month	Invoice Period
967495-1	11/11/12	November 2012	10/29/12 - 11/06/12
Advertiser	Product	Estimate Number	
American Crossroads	AMERICAN CROSSROADS	1274	

www.thewpbfchannel.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
48	11/05/12	11/06/12	WPBF News 25 @ 5am	5-530am	MT-----	:30	1	\$400.00	NM
Class of Time - Fixed Non Pre-emptible									
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	11/06/12	5:13 AM	WPBF News 25 @ 5am	5-530am	:30	USPRTV28ACH	\$400.00 NM
49	11/05/12	11/06/12	4:30a-5a	430a-5a	MT-----	:30	1	\$75.00	NM
Class of Time - Pre-emptible with notice									
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	Rate				
	11/05/12	11/11/12	MT-----	1	\$75.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WPBF	Tu	11/06/12	4:44 AM	4:30a-5a	430a-5a	:30	USPRTV28ACH	\$75.00 NM
Total Spots							48		

Payment Terms 30 Days

<u>Gross Total</u>	\$77,875.00
<u>Agency Commission</u>	\$11,681.25
<u>Net Amount Due</u>	\$66,193.75